KEY MESSAGING

Key Messages on Identity Theft

- You have to protect yourself and your identity while you're online whether you're a kid, a teen, or an adult.
- Your identity can easily be stolen if you share too much personal information online, especially with people you don't know.
- Stop.Think.Connect.™
    - *Stop*: Stop and think about who can see the information you post online. Are you giving access to your information to total strangers?
    - *Think:* Think about why you are sharing information online. Is it going to be safe?
    - *Connect*: Interact with you friends and family with confidence.

Key Messages on Fraud and Phishing
- Trust is earned, especially online.
- Protect your online identity and be aware that you can become a victim.
- Stop.Think.Connect.
    - *Stop*: Stop using unreliable and unbelievable online sites, especially for online transactions. Do you know where your information is going? "Look for the lock" for online transactions.
    - *Think:* Think about why you're going to the site. Did you get it from someone you trust?
    - *Connect*: Connect with people and sites you trust when you're online.

Key Messages on Cyber Predators
- Protect yourself now from cyber predators and don't wait until you become the victim.
- Cyber predators are real, and they use the Internet as a tool to find their victims.
- Stop.Think.Connect.
    - *Stop*: Stop before accepting friend requests.
    - *Think:* Think about who you're talking to online. Do you *really* know who they are?
    - *Connect*: Make sure you know who you are "friending" and "connecting" with on the Internet.

Key Messages on Cyber Ethics and Cyber Bullying.
- Own what you say and do online.
- Your online behavior follows you into your real life.
- Stop.Think.Connect
    - *Stop*: Stop any questionable online behavior. Would you do that in your real life?
    - *Think:* Think about the impact of your online behavior on others. Do you really think it is ok to do those things online?
    - **Connect:** Be a good cyber citizen and show your friends and family how to behave online.